

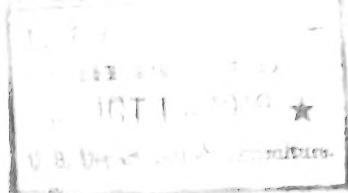
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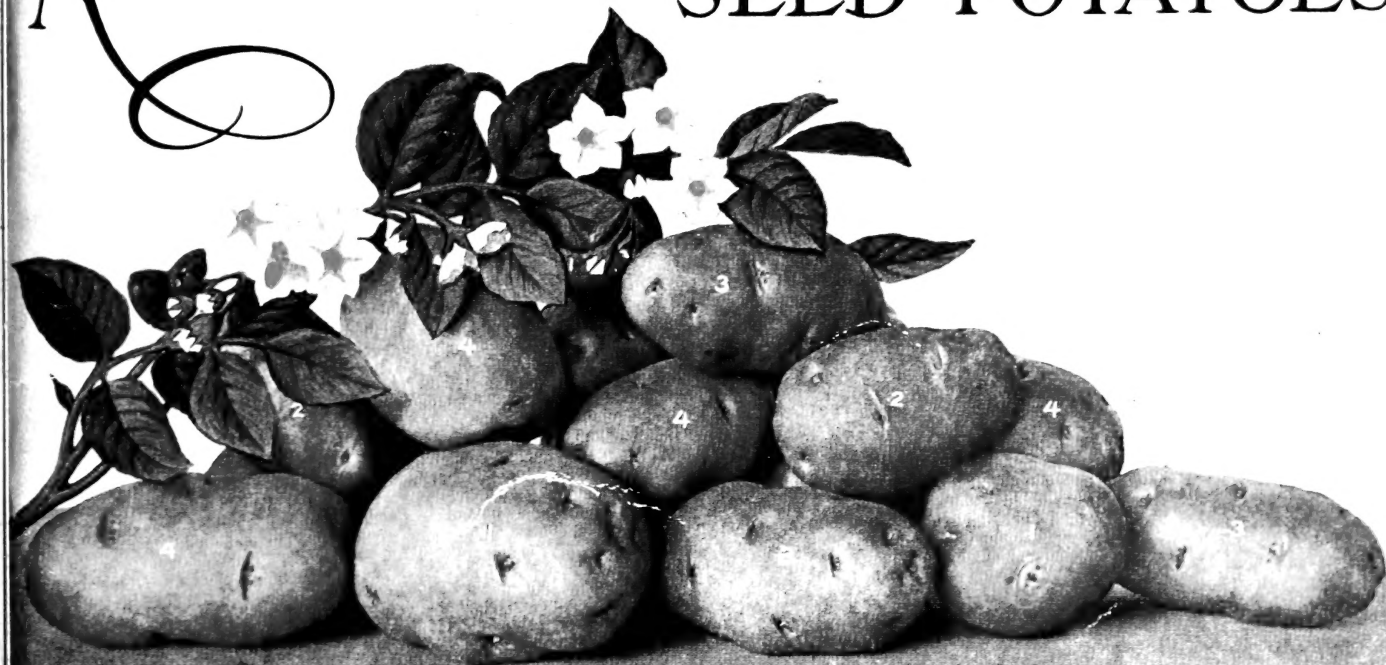


62.35

1910



AROOSTOOK GROWN SEED POTATOES



E.L. CLEVELAND COMPANY
HOULTON • MAINE

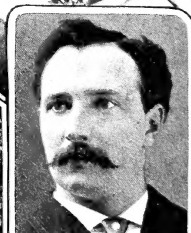


EDWARD L. CLEVELAND
PRESIDENT.



OFFICIALS OF THE

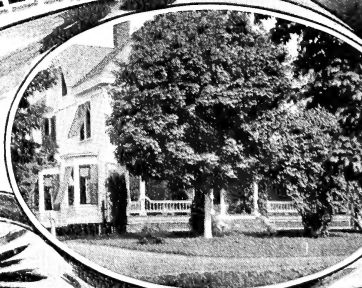
E. L. CLEVELAND CO.



MELAND O. LUDWIG
TREASURER.



ANDREW J. SAUNDERS
SECRETARY.



AND THEIR RESIDENCES.

JOHN JEPSON. BOSTON

ESTABLISHED
1878

INCORPORATED
1902

**E. L. CLEVELAND COMPANY'S
CATALOGUE**

**Aroostook Grown
SEED POTATOES**

HOULTON · MAINE

FROST-PROOF STOREHOUSES, AROOSTOOK COUNTY, MAINE

Smyrna Mills	Fort Fairfield	Easton	Dyer Brook	Littleton	Bridgewater
New Limerick	Presque Isle	Mars Hill	Houlton	Fort Kent	Sherman
Madawaska	Masardis	Eagle Lake	Soldier Pond		

STORAGE CAPACITY, HALF MILLION BUSHELS

SEED FARM AT
**HOULTON
ME.**

Potatoes illustrated on
front cover

1. Irish Cobbler
2. Bovee
3. Early Rose
4. Rural New Yorker

*Engraved from
an Autochrome Color
Photograph*



Fred O. Smith
Foreman



NE of Aroostook's big frost-proof, steam-heated potato storehouses. Length of building, 440 feet; width, 40 feet; capacity, two hundred carloads, or 125,000 bushels.



Harry W. Grinnell
Superintendent

ANNOUNCEMENT

IN sending out to the trade this new catalogue, we take occasion to thank our customers, one and all, for their generous patronage, as well as uniform courteous treatment in the past, and to state, with a pardonable degree of pride, that, by reason of steadily increasing business, we have been obliged to add largely both to our storage capacity and operating force.

We are now in better position than ever before to handle any business with which we may be favored, and assure our trade that the same standard of excellence will still be maintained in the quality of our seed as for the past quarter of a century.

E. L. CLEVELAND, PRESIDENT

A. J. SAUNDERS, SECRETARY

L. O. LUDWIG, TREASURER

CLEVELAND'S EARLY PERFECTION



HIS very fine early Potato, introduced to the trade by our Company, originated in Maine from the seed ball. In a test conducted by Professor Lawrence, of Raynham, Mass., during the season of 1908, among sixty-two varieties of both English and American stock, this stood sixth on the list, showing a yield of 410 bushels to the acre, with considerable resistance to blight. It is white in color, one of the earliest, if not the very earliest on our list; slightly flattened in shape, with blunt seed end; similar to the Early Ohio, shoal-eyed, flesh white, fine grained, excellent table quality, and a robust grower; in short, one of the most promising and satisfactory varieties we are sending out to the trade.

We believe this early Potato will be especially desirable and profitable as an early market-garden variety, considering its earliness, handsome white appearance, quality and productiveness. The vines are stocky with heavy foliage, tubers uniform in size, altogether one of the best keepers in the many varieties that we carry and worthy of the first place we give it.

The test yield, as above given, speaks volumes for this new Potato, and entitles it to the first place in our catalog



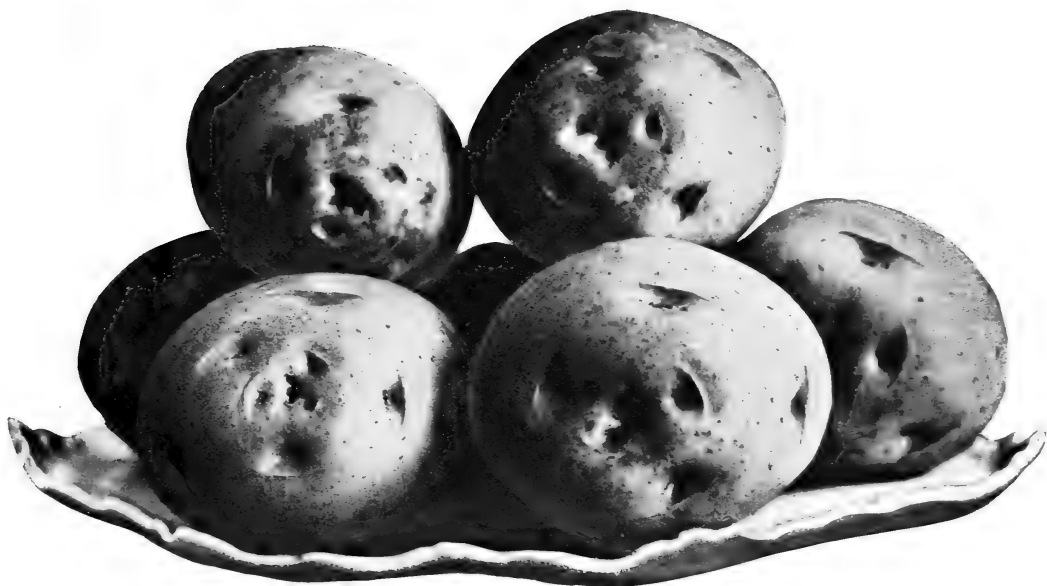
CLEVELAND'S EARLY PERFECTION

NOROTON BEAUTY, or QUICK LUNCH



NOROTON BEAUTY, or Quick Lunch. This new early Potato was first introduced to the trade in 1903. It is one of the earliest varieties grown, globular in form, running uniform as to size, and has peculiar pink markings, which give it a very handsome appearance. It is a sure cropper, fairly prolific, of good table quality, and especially well adapted for market-garden use on early land. It is not easily affected by disease, stalks being very vigorous until the maturity of the potatoes, when they die down quickly and completely to the ground.

A distinctive variety, and one of the most attractive we grow



NOROTON BEAUTY, or QUICK LUNCH

EARLY ROSE



THE genuine Early Rose still remains the standard early variety, and is too well known to need particular description. Though costing more than some of the cheaper red varieties (which are often substituted and branded as Early Rose), they are still raised at their best throughout Northern Aroostook county, and strangely enough, are fast superseding some of the more recently introduced early red sorts.

The Ohio Experiment Station Bulletin, No. 174, gives the remarkable record that, among 150 sorts tested, it was among ten which gave the heaviest yield, and also among the same number which gave the heaviest yield for three consecutive seasons.

We are prepared to furnish our customers with any desired quantity of this standard and reliable Potato



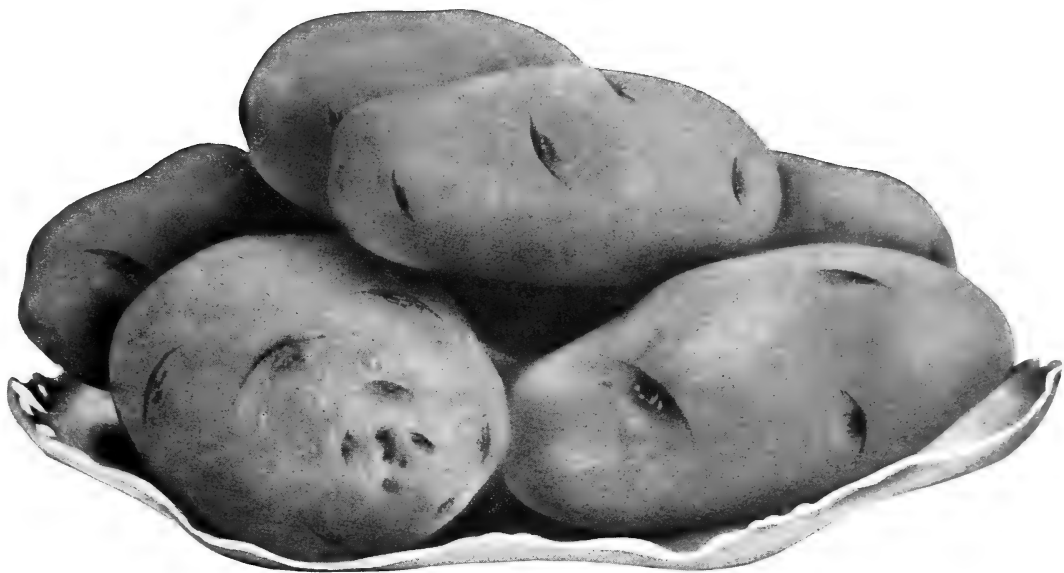
EARLY ROSE

EXTRA-EARLY SUNLIGHT



NEW Potato and, as its name indicates, an extra-early sort, which, on account of its handsome, white appearance and excellent cooking qualities, is proving a money maker for truckers wherever grown, and especially in Virginia and adjacent states. Tubers medium size, oval or oblong, some slightly flattened, others taper toward blossom end; growing at medium depth, close together, with quite uniformly five or six large ones in a hill. Color very white; eyes medium size and shallow. A good keeper and a very clean potato. The Ohio State Experiment Station recommends it for early market, as well as for home use.

A new, early variety which is fast becoming popular



EXTRA - EARLY SUNLIGHT

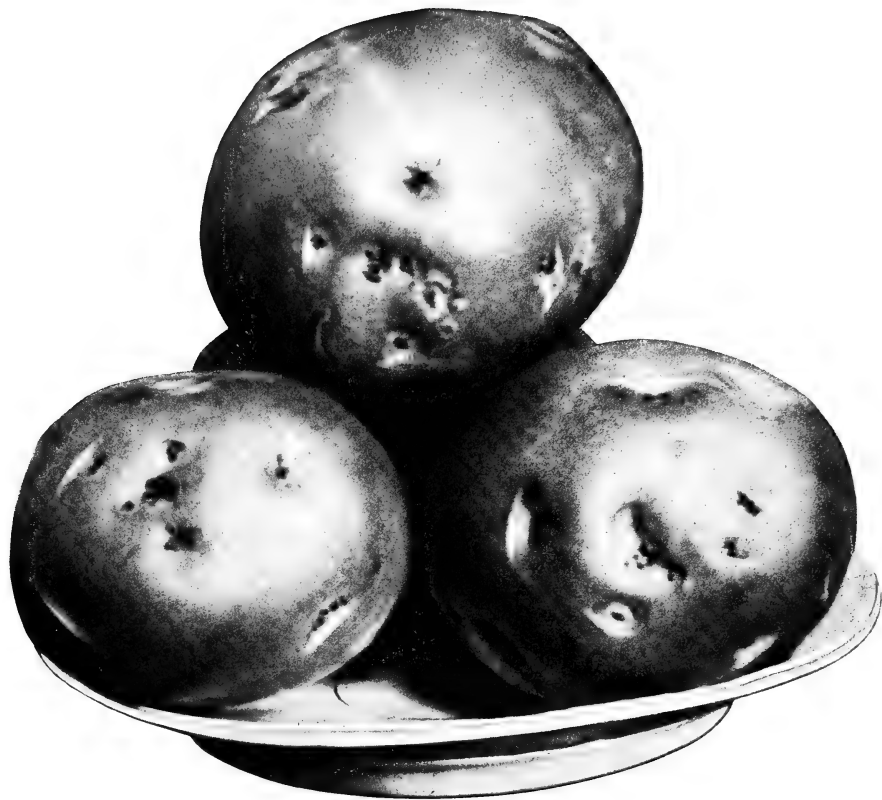
WHITE PEACHBLOW



INTRODUCED in 1902, since which time this early Potato has made a wonderful record. It was among 150 varieties tested at the Ohio Agricultural Experiment Station during the season of 1905, and their Bulletin, No. 174, says of this splendid Potato :

“A tall, vigorous, strong-growing plant; foliage heavy and dense; bloom purple; somewhat resistant to early blight; tubers medium large, oval or cylindrical, somewhat flattened; color white; recommended both for market and home use, and has yielded the highest of any variety in the test for the last three years. Eyes medium size, quite deep, and pink.”

At the head of 150 varieties in point of yield for three successive seasons



WHITE PEACHBLOW

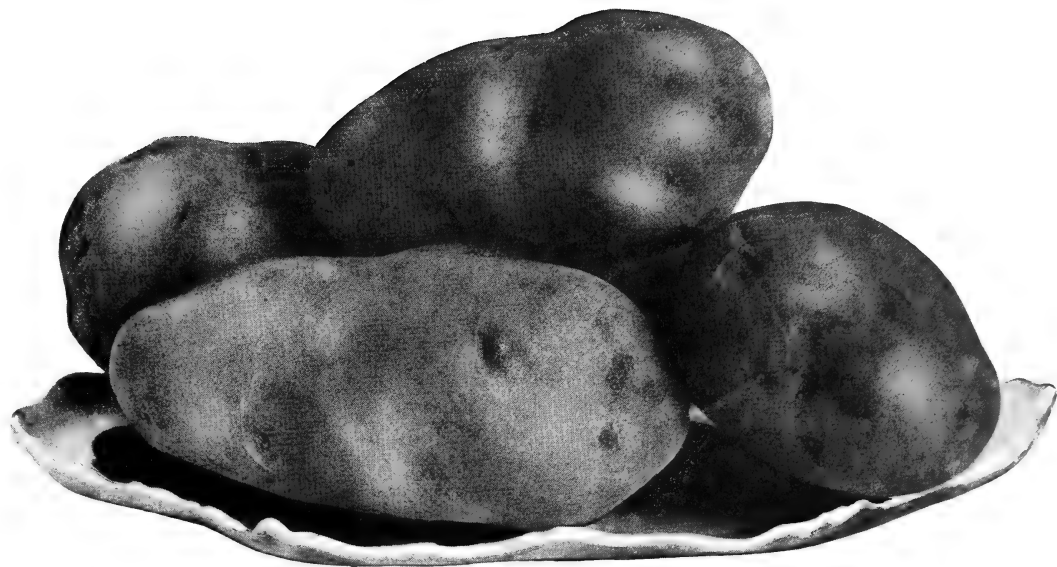
VERMONT GOLD COIN



THIS is destined to be one of the leading main-crop varieties, in that it is an exceptionally heavy yielder, with the table quality of the very best. It has a fine netted skin, which gives it a yellowish or slightly russet tinge, indicating good quality, and is of fine appearance. In shape, roundish oblong, with square or tapering ends more or less flattened; eyes medium size and white. The Ohio Agricultural Experiment Station says of this variety: "One of the best late sorts of recent introduction grown."

Its vigorous growth, productiveness and unequaled table quality make it one of the most popular varieties on the market.

We handle nothing better as to yield or quality for a main-crop variety



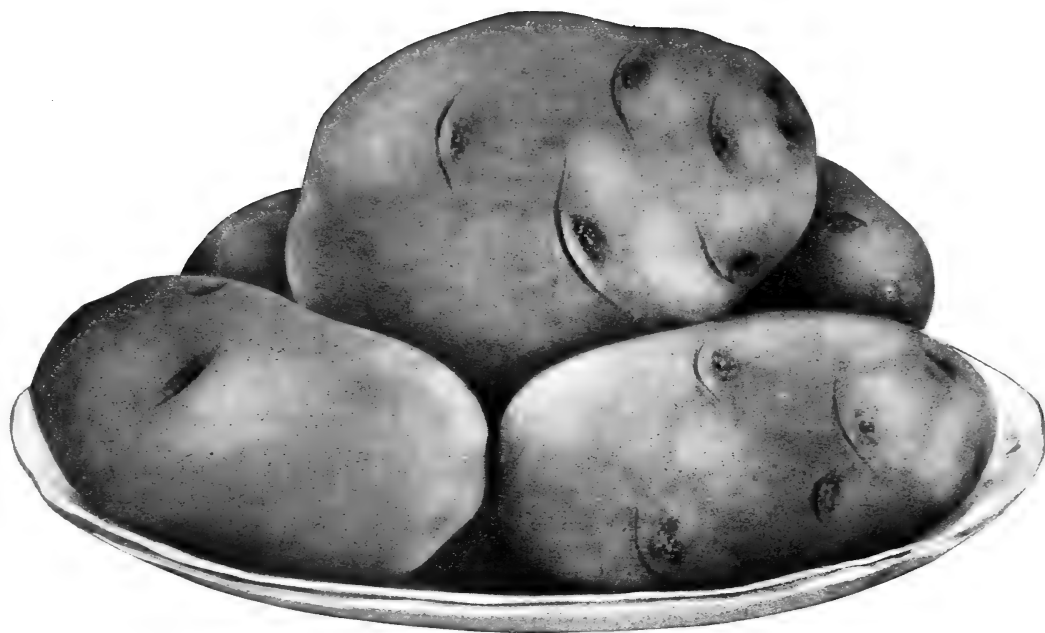
VERMONT GOLD COIN

SPAULDING'S NO. 4 ROSE



SPECIALLY desirable for early market-gardening ; this being the principal variety grown in Florida for early shipment to the Northern markets. Tubers average large, medium length, more or less flattened or oval, and light pink or flesh color. Eyes medium to large and shallow ; of the Rose type, but tubers larger and not so regular. This variety is a heavy yielder ; therefore profitable, and for one of the medium sorts of good table quality.

One of the most profitable for early market-gardening



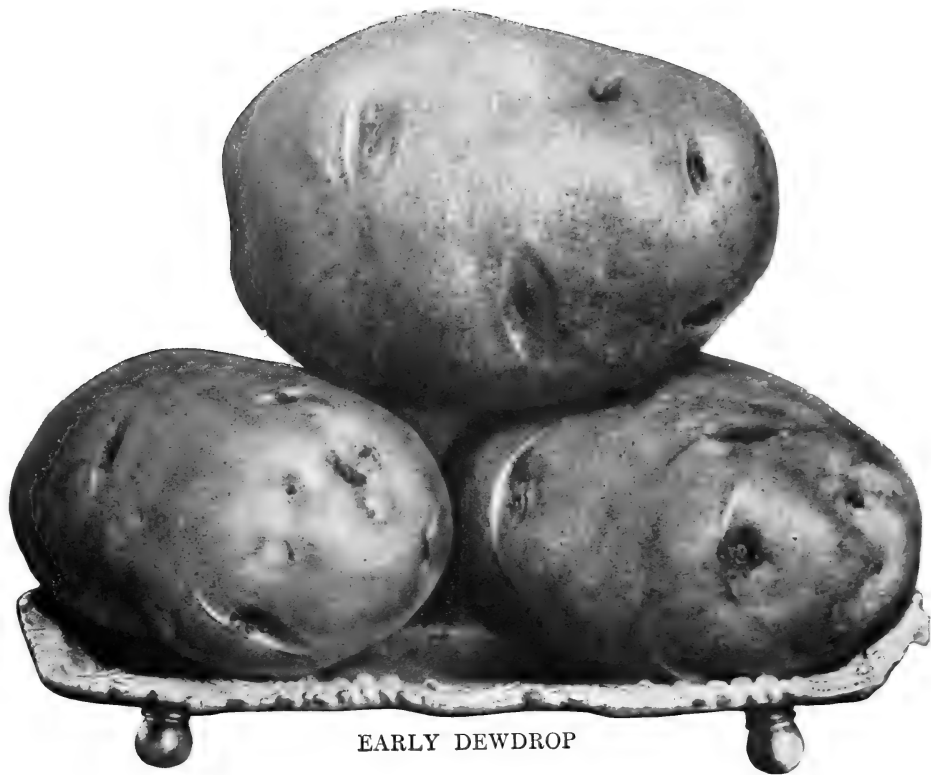
SPAULDING'S NO. 4 ROSE

EARLY DEWDROP



AN extra-early variety and a very heavy producer for an early Potato. The tubers are snow-white with very smooth, velvety skin and shallow eyes. No Potato can surpass it in uniform and handsome appearance. The quality is exceptionally good, very much above the average. They are very fine grained, white as flour and of a splendid flavor; excellent keepers, and retain their good eating qualities until late in the spring, which some of the early varieties do not. The vines are tall, erect, and of vigorous growth.

Said to be one of the handsomest, early, white varieties grown



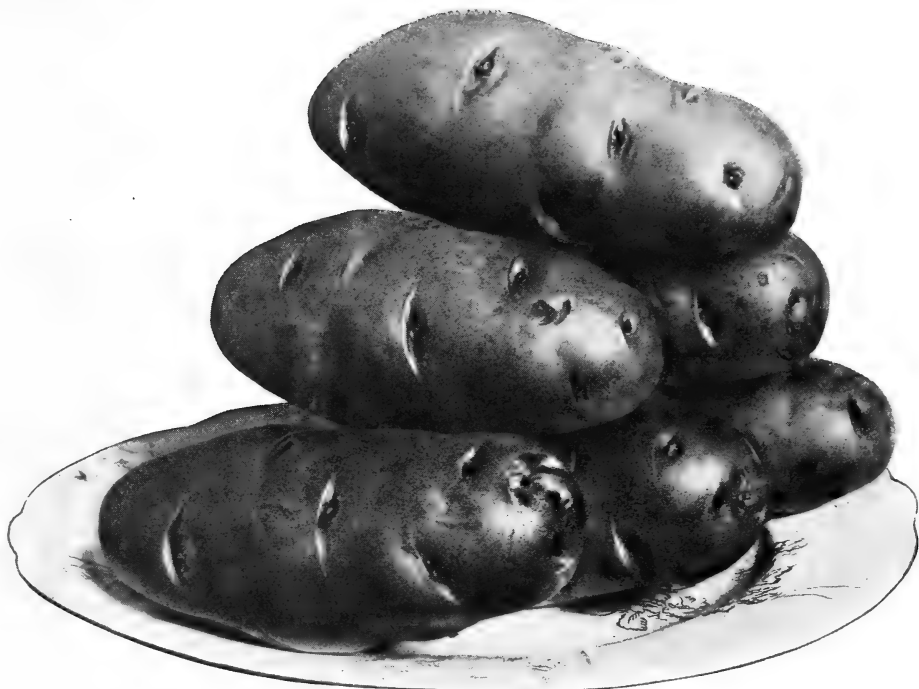
EARLY DEWDROP

EARLY NORTHER



THIS very handsome Potato originated in Maine from a seed-ball of the Early Rose, and resembles this variety in shape and color, being full earlier, averaging larger, and even more prolific. It is fast becoming very popular as one of the leading seed varieties, and we are shipping large quantities every season to the Middle and Southern States.

It is regarded very favorably by the market growers by reason of its productiveness and superior quality as a table variety



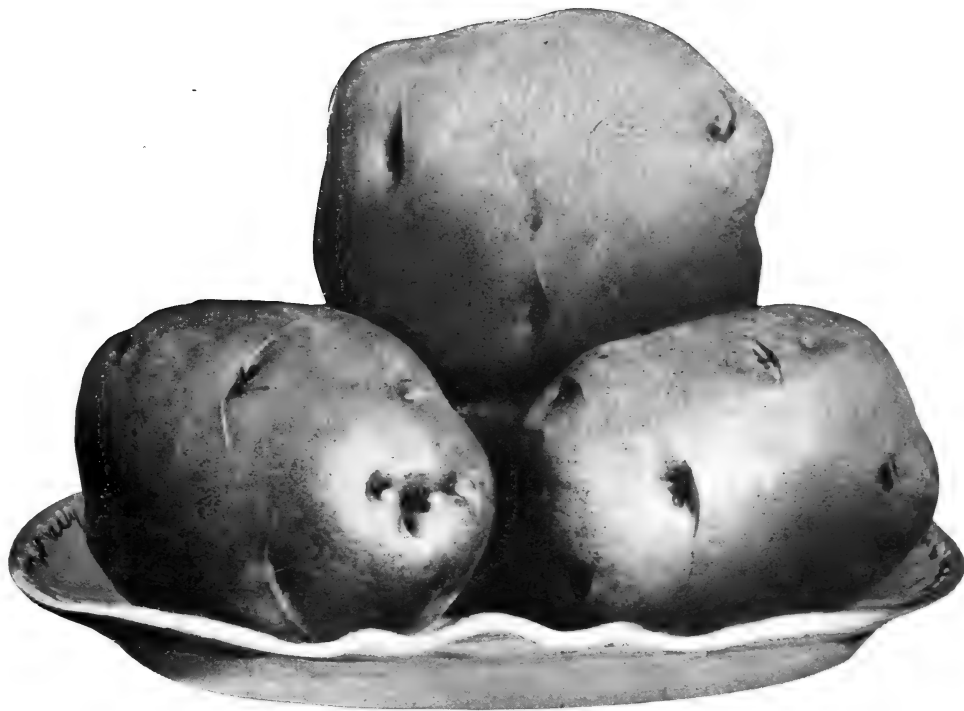
EARLY NORTHER

IRISH COBBLER



THE Irish Cobbler is one of the most reliable, and fast becoming one of the most popular, of the early varieties. It is of handsome cream - white color, and of excellent quality, making it most desirable for the best trade. It is a vigorous grower, ripens uniformly, and a good keeper; in short, the best all-round, early potato now on the market. We have under cultivation each season a large acreage of this variety, and can furnish our customers with clean, pure and handsome seed while the supply lasts.

Considering yield, quality, and appearance, is one of the best of all early varieties



IRISH COBBLER

EARLY OHIO



ONE of the standard early varieties, and said to be be "the best Potato that grows in the ground." A full week earlier than the Early Rose; shape, oblong; quality, dry, mealy, fine texture and flavor. Excellent cropper, but requires rich, moist soil. In great demand; indeed, we have not been able to supply the trade for any season, though we have an increasingly large acreage annually devoted to this variety.

This season we have a large quantity of pure, handsome seed



EARLY OHIO

EARLY SIX WEEKS



SAID to be the earliest Potato now grown, and especially recommended for early market trade. Grown under favorable circumstances, they are ready for the table at six weeks from date of planting, and fully matured at ten weeks. Medium-sized, very smooth skinned, shallow eyed, and of fine texture; in color, light pink.

Fine quality, cooking dry and mealy as soon as it attains even medium size



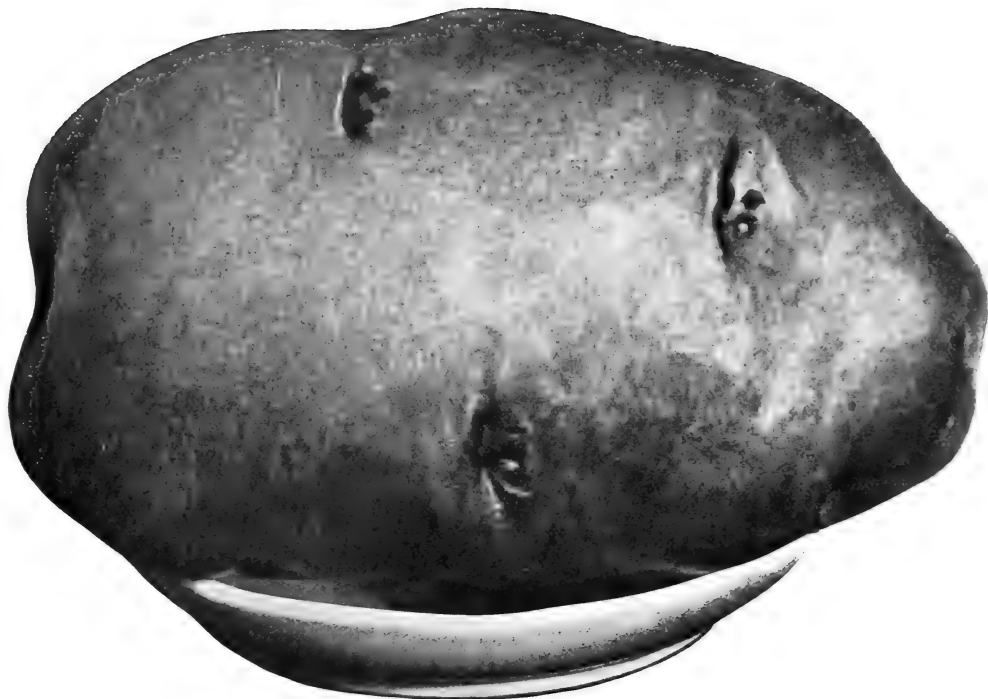
EARLY SIX WEEKS

CARMAN No. 3



N appearance, like Carman No. 1, except that the tubers are more elongated. In general appearance it resembles the Rural New Yorker No. 2, but is regarded as more popular. The skin and flesh are extremely white; of exceptionally good cooking quality and very prolific; tubers grow very compactly in the hill, and it is, therefore, more easily harvested than any other variety.

It is a good keeper, with few very shallow eyes, and is deservedly in good demand



CARMAN No. 3

BLISS TRIUMPHS, or RED BLISS

(Sometimes known as Stray Beauty)



HIS variety has come to the front very rapidly within the last few years, and is now one of the standard seed varieties shipped to the South and South-western States. It is one of the earliest kinds grown, and matures quickly. The tubers are round and uniform in shape, eyes slightly depressed, and of a beautiful bright red color. It is one of the hardiest varieties known, and is not susceptible to rot, scab or disease; in fact, it can be grown on the most heavily manured land without danger of rot.

Its great productiveness, handsome color, and resistance to disease, makes it a very popular Potato and one especially suited to Southern shippers



BLISS TRIUMPHS, or RED BLISS

AROOSTOOK PRIZE



NE of the greatest croppers grown in this section by reason of its enormous size. Tubers are oblong, round form, eyes plentiful and somewhat deep, medium late, skin and flesh of very white color, and is a very handsome Potato, although not regarded as equal to some of the other varieties as to cooking qualities.

Regarded with much favor by the Southern market growers, by reason of its great productiveness and fine appearance



AROOSTOOK PRIZE

EARLY HARVEST



MAINE seedling, and deservedly entitled to the name it bears. An exceedingly handsome white Potato, of the finest quality, and particularly valuable for the early market by reason of its handsome color and early maturity.

One of the strongest leading varieties, and in great demand



EARLY HARVEST

AMERICAN GIANT



AMERICAN GIANT is one of the heaviest yielders grown in Aroostook, and very profitable for market-gardening on account of its productiveness. It is a long, white, smooth, handsome Potato, with shoal eyes; a late keeper, and of extra-good quality for a medium-early variety; now being grown largely by the market-gardeners of New Jersey and Virginia, and becoming very popular by reason of its enormous yield.

Tubers above the average as to size, and attractive in appearance



AMERICAN GIANT

ENSIGN BAGLEY, or WHITE ROSE



NE of the handsomest white early varieties on the market. Round to oblong in shape, and in quality all that can be desired. An excellent cropper; smooth, and not susceptible to disease. In good demand for early market use.

In earliness they compare with Early Harvest, Early Rose and New Queens



ENSIGN BAGLEY, or WHITE ROSE

IMPROVED GREEN MOUNTAIN



ARGE, handsome, white Potato; a prolific yielder, and invariably of fine eating quality, cooking dry and mealy; a Potato that has largely superseded other varieties throughout Aroostook County, and is now the main crop table variety. It is medium early and gives excellent results on all kinds of soil. The flesh is very white, with a flavor peculiarly its own.

The vines are always very heavy, the seed being especially vigorous, and very few small Potatoes where soil is well tilled



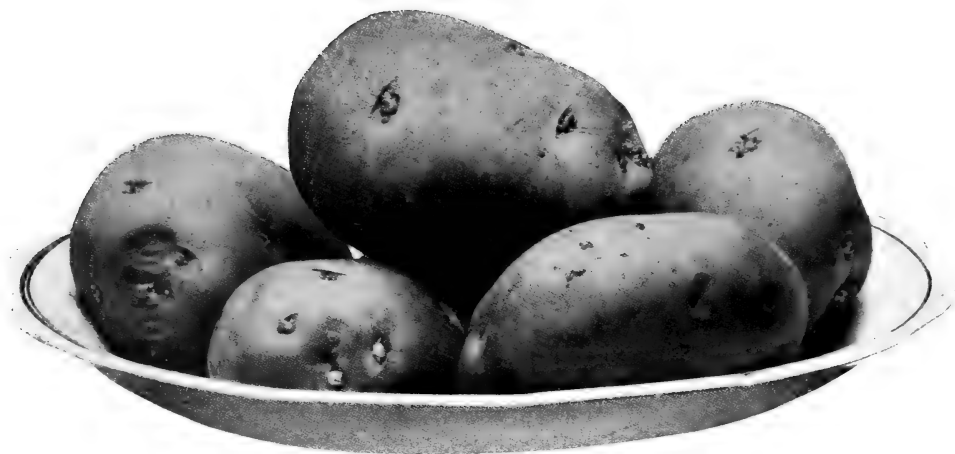
IMPROVED GREEN MOUNTAIN

EARLY BOVEE



NOTWITHSTANDING this Potato was introduced only a few years ago, it has become very popular, and our supply has never been equal to the demand. It is of the Hebron type, and one of the earliest varieties grown in Aroostook. The tubers are oblong; have pink skin; of handsome appearance and fine quality. Heavy producer; has a stalky, dwarfed vine, the tubers growing compactly in the hill.

This variety is especially valuable for table use by reason of very shallow eyes, fine texture, white flesh and excellent flavor



EARLY BOVEE

EARLY NEW QUEEN



VERY popular early variety, closely resembling its parent, the Beauty of Hebron; in fact, requiring an expert to determine one from the other. Under high cultivation there are very few small ones. In quality it is most excellent, the flesh being a pure white, and of that sparkling, mealy texture and fine flavor so much to be desired in a table Potato.

Now being used very largely by the Southern market growers and regarded as one of the very best for the hotel and high-class trade



EARLY NEW QUEEN

E. L. CLEVELAND COMPANY, HOULTON, MAINE

BURPEE'S EXTRA-EARLY

An early variety that is becoming quite popular, being very productive. The tubers are of good size, free from scab, oblong in form, very smooth; in color, pinkish white. The flesh is pure white and the quality excellent. It is regarded as a sure cropper.

DAKOTA RED

A very hardy, late variety, not susceptible to disease, and can be planted on heavily manured ground with perfect safety; in color, red, with deep eyes; form oval. It is of very good eating quality, but more especially for very late Winter and Spring use.

BURBANK

This variety is quite largely used as one of the reliable late Potatoes; is of fair size, good form, and an average yielder. It is a late keeper and of good flavor.

MONEY MAKER

A handsome, long white Potato, and well named from the fact that it has indeed been a money maker to those growing it; being one of the heaviest yielders and a splendid main crop variety. It is a remarkably quick grower, resisting drought and blight to a considerable degree.

PEERLESS

A handsome late variety, large yielder, and profitable all-around Potato; white in color and of fine appearance.

EARLY MANISTEE

A seedling of the Early Rose and of the same general description. Said to be decidedly resistant to blight and of remarkable vigor, surpassing other early kinds in this particular; good yielder, and of especially fine table quality as demonstrated by comprehensive tests.

SNOWFLAKE

A handsome white Potato, with clean, clear skin; shallow eyes and one of the best, if not the very best table Potato which we carry. It is a vigorous grower, with heavy vines, and among the tests made on our seed farm, was one of the heaviest yielders. They cook almost as white as snow; are well flavored, dry and mealy; certainly having the requisites for an all-round desirable main crop variety, being only medium early.

HARRIS SNOWBALL

A strong, vigorous grower. Tubers medium to large. Roundish or oblong. Color white, more or less russeted. A late Potato, and does not sprout early. Fairly prolific, as indicated by one season's test.

PRIDE OF SOUTH

This variety is a twin to the Bliss Triumph in everything except color, it being white with pink eyes. In ripening, the vines die down quickly, thus giving the blight no chance to work. It is a quick, strong and vigorous grower, and has good cooking quality; used largely in the South for market purposes.

DELAWARE

This variety combines all the best qualities for the table and is conceded by all to be the finest eating Potato raised in Aroostook County. It resembles the Green Mountain very much in size, color and texture, and is much sought after by dealers; a late keeper and a remarkable cropper; medium early.

WHITE STAR

Medium late, of good size and quality, white in color and a good keeper.

EMPIRE STATE

A good standard late Potato and one extensively used for late planting; good yielder and cooker; in color, white.

X X EARLY

One of the early sorts, resembling Early Rose in color, but in form somewhat more oval. Will bear heavy fertilizing, free from blight, and one of the best varieties for market-gardening or main crop.

CROWN JEWEL

A very productive, long white, medium early variety, of excellent quality and used largely in the South for garden purposes.

I X L

A uniform, smooth, and handsome Potato, with very few of small size. A heavy cropper, vigorous grower, and one of the best kinds of the reliable Rose family.



Hand-screening and sacking seed for shipment, in one of our frost-proof storehouses



Something about the best Seed Potatoes in the World

Aroostook County, Maine, covers an area nearly as large as the State of Massachusetts, and grows from 15,000,000 to 20,000,000 bushels of Potatoes annually. By reason of its northern latitude, and the virgin soil in which the Potatoes are grown, they inherit those staple and vigorous qualities which make them at once the best and most valuable seed known.

Aroostook Seed Potatoes. We grow and handle Aroostook County seed only, either raising our seed stock on our own seed farm, or supplying pure seed to reliable contract growers, thus insuring its purity. At harvest time the entire crop is hand-picked, the undersized, scabby and prong-like tubers thrown out, and the assorted stock placed in our frost-proof storehouses awaiting orders.

Leading Varieties. We present on the preceding pages photographic reproduction of a few of our leading varieties, taken from samples of our own raising. We handle thousands of sacks of these seed Potatoes each season, and are able to supply any desired variety or quantity, delivered at any point in the United States, at comparatively short notice.

Price. The price on this class of seed must, of necessity, rule somewhat higher than Western stock; but, quality considered, as well as remuneration to growers, there can be no comparison; indeed, good farming, to be profitable, is impossible without good seeds. In asking for prices, if our customers will please designate *varieties wanted, quantity of each, and time of delivery*, it will enable us to make prompt quotations without further correspondence.

Car Lots Only. We sell in full car lots only and will make quotations, delivered to any point in the United States, within five minutes after inquiry has been received, for any number of cars.

An Extensive Business from a Small Beginning. Thirty years ago the founder of this company commenced operations in the seed business on a very small scale, deciding there was ample opportunity to build up a good business by giving customers just what they asked and were willing to pay for in the way of the best and purest seed stock. This principle has been followed for more than a quarter of a century, and today this company has the largest seed-potato business of any house in the New England States, frequently sending out full trains loaded entirely with seed stock, destined for the Southern States.

Cold Weather Shipments. During the cold weather months, our seed Potatoes are loaded direct from our frost-proof storehouses into Eastman Heater cars, which are supplied with artificial heat through a series of lamps fed by oil, which are kept at even temperature automatically. These cars in turn are run directly to destination, if anywhere within the Eastern States; if for points South, they run direct to Boston or New York, and the transfer is safely and quickly made by lighterage where cars do not run to ship's side.

Kind of Packages We Use. Our seed Potatoes are all forwarded in standard double-headed, round-hoop barrels, or heavy Dundee sacks, containing $2\frac{3}{4}$ bushels, or 165 pounds net, the greater part being forwarded in sacks. We have found on long-distance shipments that the cost of the barrel, together with freight on weight of same, frequently amounts to from 40 cents to 50 cents per package, as against 10 cents for cost of sacks, which at destination can be disposed of at about cost. This operates entirely in favor of sack shipment, and, as our seed always arrives in prime condition, we advise our customers to order in this way.

Terms. Our terms are invariably sight draft with B/L attached, less freight charges; of course, on our part, guaranteeing the stock to arrive in good condition, also the quality and proper weights. Future contracts are subject to the usual advance, for which Certificate of Sale is promptly returned.

Shipping and Business Facilities. Operating sixteen large storehouses, with a storage capacity of a half a million bushels, and a large number of experienced men, we are able to handle immense quantities of Potatoes carefully and to the best possible advantage. These storehouses are located at different points throughout the county on the line of the Bangor and Aroostook Railroad, which traverses the rich Aroostook valley from north to south, and affords ample service for the quick transportation of Aroostook's great product.

Mixed Cars. We can supply our customers with mixed car lots of seed, if desired, giving any proportion of the different varieties required. Each sack is plainly stenciled with the variety, and our trade-mark is a diamond enclosing the initials "E. L. C.," which insures the genuineness of the contents of the package.



Information Free. We will cheerfully answer any questions which may be asked concerning the different seed varieties we sell, and, in a great measure, we can answer from experience. It is not our purpose to extol the virtues of a certain variety. Our aim is to give satisfaction and to supply our customers with the best of any variety ordered.

Varieties Not Listed. It will be noticed by seedsmen that we have omitted to include in our list some well-known varieties. This is not because they are not recommended or endorsed by us, but simply because they are not raised in this section to any extent. In this catalogue we have confined ourselves to the list which we grow and handle, and of which we can supply any desired quantity, if ordered in good season.

To Customers Old and New. The thirty-six varieties shown and described on the preceding pages comprise, without a doubt, the finest list of seed Potatoes ever offered. It is not our ambition especially to gain a reputation by selling at the lowest prices, but rather to supply the very best seed at a fair price. Quality first, price second.

E. L. CLEVELAND COMPANY.



J. HORACE MCFARLAND COMPANY
HORTICULTURAL PRINTERS
HARRISBURG, PENNSYLVANIA



A FIELD OF OUR IRISH COBBLERS